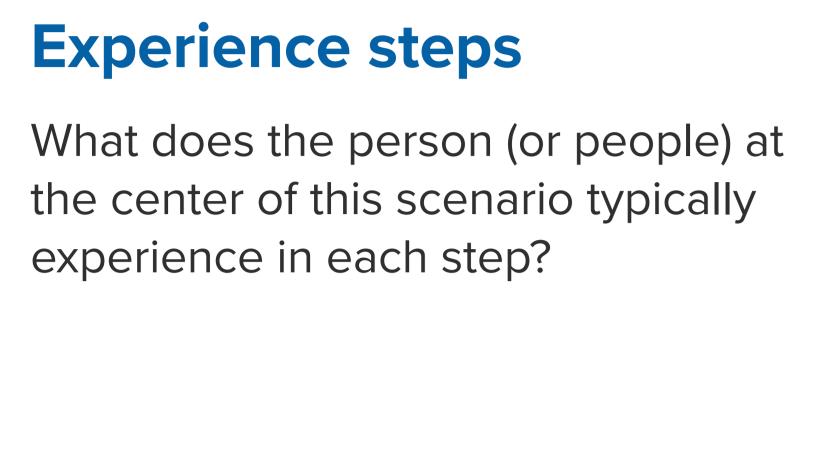
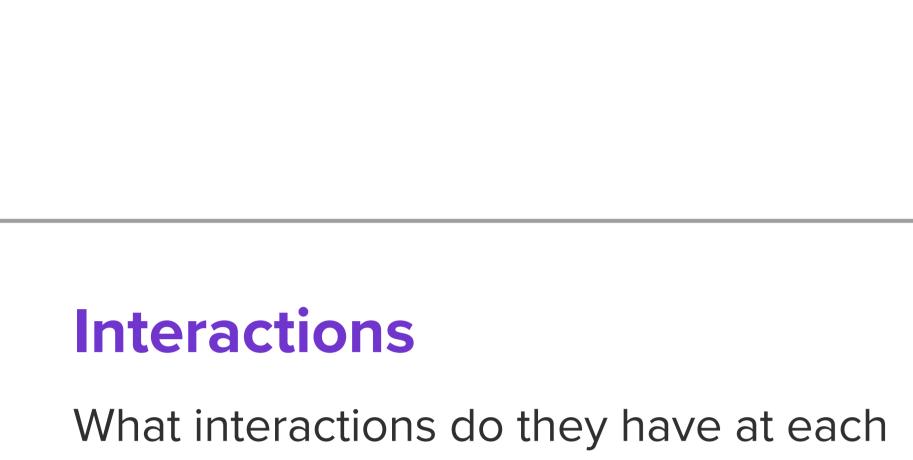
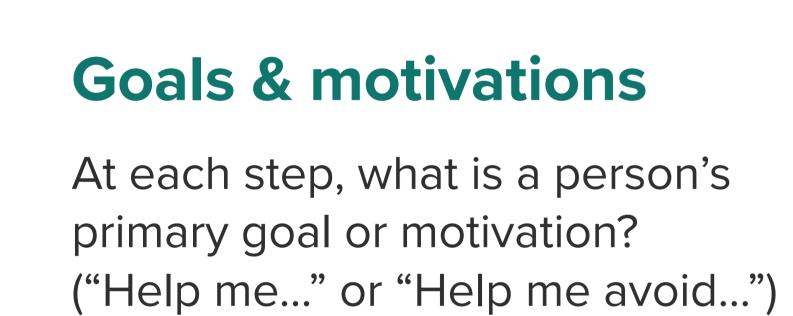
Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau Interactions



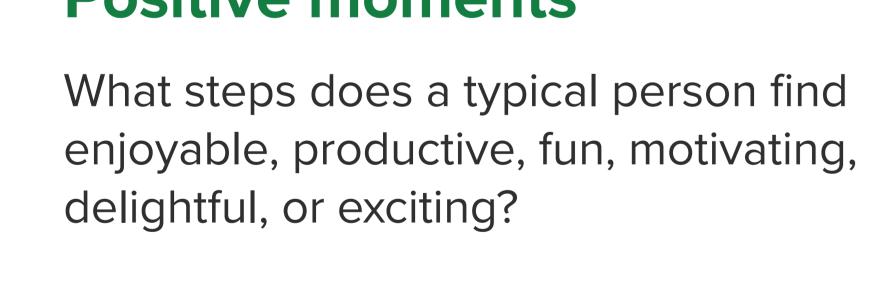


step along the way? People: Who do they see or talk to? Places: Where are they?

- Things: What digital touchpoints or
- physical objects do they use?



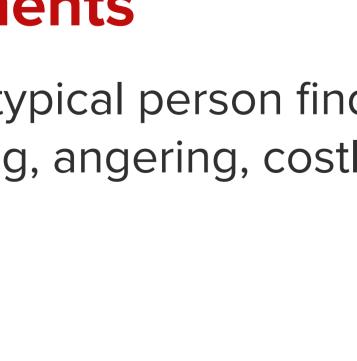
**Positive moments** 

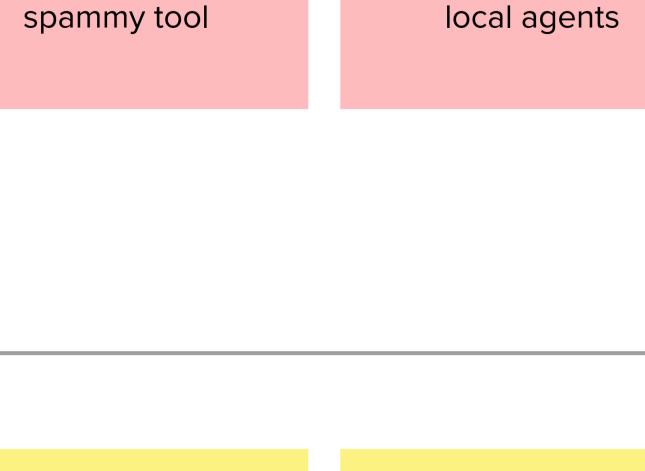




## What steps does a typical person find frustrating, confusing, angering, costly,

or time-consuming?





**Entice** 

How does someone become

aware of this service?

Sees social media ad

about affordability tools

Clicks ad  $\rightarrow$  Lands on

homepage

Marketing team

Help me discover if this

This ad shows exact

orice drops in my target

neighborhood

This is just another

Add "Live Demo" button

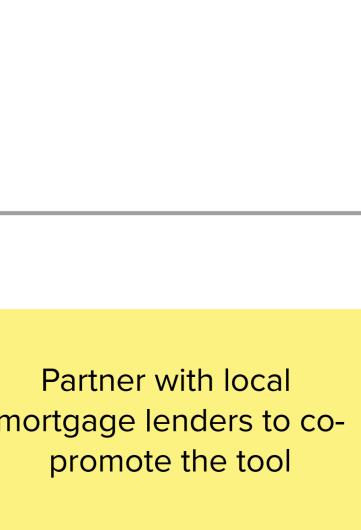
to ads for instant

engagement

Mobile/Desktop

Home/Coffee shop

Neighborhoods with 10% price drops

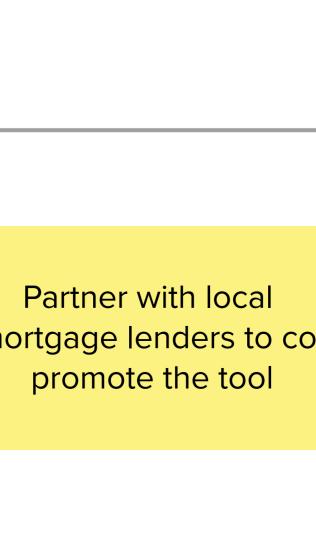


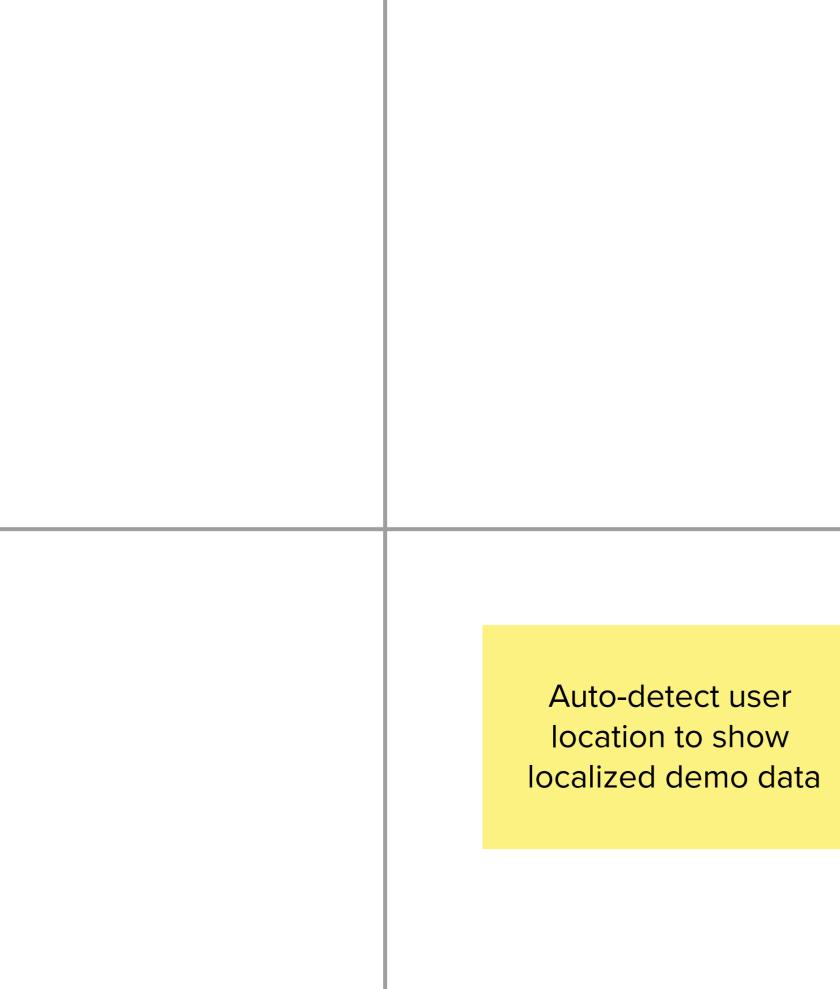
Show testimonials from

Finally, a tool that

explains market trends

in simple terms





Display "Updated 24h Integrate commute-time calculator (Google Maps

Interactive maps, PDF

Interactive maps, PDF

reports

I want to avoid unsafe

Email/WhatsApp

Interactive filters: "Show

Mobile notifications

The school district verlay saved me hours of research

My agent was My agent won't take this

Add *"Agent Portal"* for

seamless report

collaboration

**Exit** 

What do people typically

Requests agent contact

for a viewed home

Shares report with agent

vHelp me share insights

Real

experience as the process finishes?

Email/WhatsApp

I need proof to

Dashboard

One-click sharing to WhatsApp made collaboration easy Provide Agent-Friendly *Report*mode

Provide tamper-proof

property history reports

Help me stay updated without constant The quarterly market recap email is my go-to resource

Prices in Maplewood

may rise soon – act now!

Receives price-drop alerts for saved homes Revisits platform to check new data Mobile notifications

**Extend** 

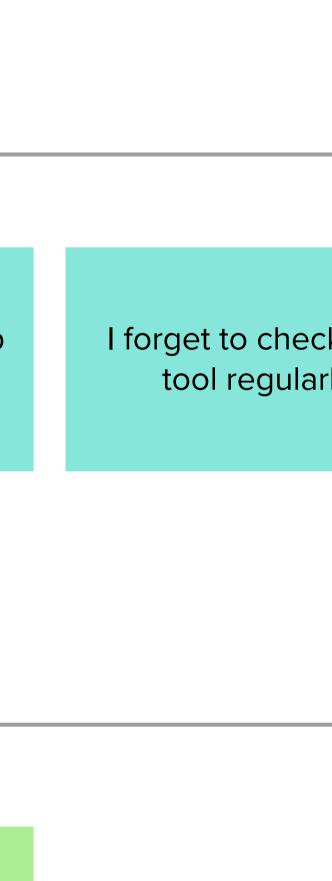
Support team

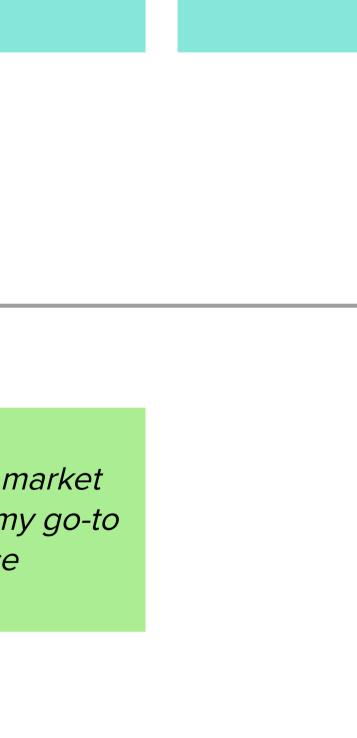
What happens after the

experience is over?



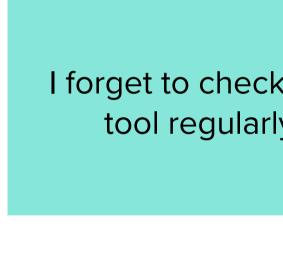
User forum for







See an example



Anywhere

**Email form** Saves favorites,

I hate long signup form

The tutorial video

answered all my first

Add a "First-Time

Buyer?" quick-start

Engage

In the core moments in the

process, what happens?

Filters neighborhoods

by budget/schools

Saves favorites,

compares trends

Help me find a

never considered!

The data looks outdated

Ask: 'Show family-

friendly areas under

**Enter** 

What do people experience as

they begin the process?

Explores free demo

dashboard

Signs up for trial

Shares report with agent

Help me try the tool

Guest access with

sample data

## How might we make each step better? others suggested?

Product School Created in partnership with Product School

Areas of opportunity

What ideas do we have? What have